

**Providence Tourism Council
d/b/a Providence Convention Authority
Minutes to Board of Directors meeting**

**Thursday, March 24, 2016
4:00PM**

**Meeting Room, Providence Public Library
150 Empire St., Providence, RI**

Members Present: Socrates Ramirez, Alex Gorriaran, James McCarvill, Jennifer Bramley, Meg Clurman, James Paulon

Also Present: Susann DellaRosa (accountant), Krisen Adamo, Elise Swearington, Theresa Agonia, Sean Layton

I. Call to Order Jennifer Bramley, Chair, called the meeting to order at 4:05 pm

II. Ms. Bramley welcomed and thanked Providence Public Library for hosting. Introduced Tonia Mason, Director of Marketing and Communications

Ms. Mason presented on the Providence Public Library's strategic plan concerning renovations, exhibits and events. In 2014, the library completed the strategic plan. 2017 is focused on aligning the physical space with strategic plan objectives. Undertaking major renovations for fire and public safety compliance. Special collections are a distinguishing key focus of the library. "History Of The Future" currently on display. The Providence Public Library is working to expand profile as a hip downtown destination. 80 events per year, mostly weddings. Recent sold out Mysterium event is was a great opportunity to showcase the library in new and different ways: event included programming that brought guests through the building with story-telling, games. Ms. Mason thanked the Council for it's support of "Mysterium."

III. Minutes of Previous Meeting Motion to approve minutes of the February 11, 2016 meeting was made Jim McCarvill. Jim Paulon seconded. Motion carried unanimously.

IV. Lou Hammond Report Sean Layton of Lou Hammond made media presentation. Reported on media trips to Washington, DC and New York. National Geographic to spotlight Providence in the "My City" feature by Ann Hood. Providence is "red hot" right now, in part thanks to focus on seasonal events, new restaurant coverage, and vintage guides. Promotion of PVDfest is a big focus, much media interest. Promoting with media desk sides, press releases, media pitches, influencer family trips. "Value Blast" and "Hot Tip" communications continue to go out every month.

V. Providence Warwick Convention and Visitors Bureau Report Kristen Adamo and Elise Swearington reported. Ms Adamo presented: March madness a huge

success, all positive feedback; traffic up 21% since new website debut in December; Travel and Leisure Favorite Cities Poll is in progress, please vote for Providence; upcoming conferences: NCAA Lacrosse quarter finals, USA Gymnastics.

Ms. Swearington presented: recent attendance at industry meetings; updates to tourism information for consistency; group tour options; cross-promotion with other tourism stakeholders.

VI. Financial Report Accountant Susann DellaRosa presented financial report. Meg Clurman motioned to accept the report, Alex Gorriaran seconded. Motion carried unanimously.

VII. Engagement of Auditor Ms. DellaRosa recommended engaging Aaronson Lavoie, Streitfeld, and Diaz to execute 2015-2016 audit. Mr. McCarvill motions to engage auditor. Mr. Paulon seconds. Motion carried unanimously.

VIII. Policies and Procedures Report Mr Gorriaran debuted new live website. All forms now available online, grants accepted through website.

IX. Grants Committee Report Mr. Gorriaran presented the grant recommendation

FirstWorks PVDFest 2016: \$198,000- Mr. McCarvill motioned to approve, Socrates Ramirez seconded. Ms. Clurman recused. Motion carried unanimously.

X. Waterfire Request Ms. Bramley presented Waterfire request for the Council to serve as a loan guarantor for Waterfire's new headquarters building. Guarantee is to provide Waterfire with an additional \$75,000 grant for 2016, and maintain it's current \$75,000 line item commitment in 2017 and 2018. Ms. Clurman motioned for the Council to accept being a guarantor at the requested level, provided we have the funds. Mr Ramirez seconded. Motion carried unanimously.

IX. Adjournment Motion to adjourn made by Mr. McCarvill, seconded by Mr. Paulon. Motion carried unanimously. Ms. Bramley adjourned meeting at 4:49 pm.